

Rep Order# 9827060 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 59465

Printed: 10/02/2012 8:21 AM  
Last Received: 10/01/2012 6:31 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE 30S  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/25/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LINE 1. PLS CNF

LT Ln Day Time Program Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart

|     |     |  |       |            |     |          |             |     |     |     |          |     |
|-----|-----|--|-------|------------|-----|----------|-------------|-----|-----|-----|----------|-----|
| --- | --- | ---                                    | ---   | -----      | --- | ---      | ---         | --- | --- | --- | ---      | --- |
|     | *1  | TU-F                                   | 7A-8A | EARLY SHOW | :30 | \$125.00 | 09/25-09/28 | 2   | 1   | 2   | \$250.00 |     |
|     |     | Sales Remark: V9 1X NA                 |       |            |     |          |             |     |     |     |          |     |
|     |     | V9 Comment Changed, Spots/week Changed |       |            |     |          |             |     |     |     |          |     |

was 23,805  
125  
23,680

---REPORT TOTALS---

Report Totals: 2 / \$250.00

---SALES MONTHLY TOTALS---

Sep 12: 25 / \$19,500.00 Oct 12: 5 / \$4,180.00  
Sales Totals: 30 / \$23,680.00  
Station Totals: 30 / \$23,680.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |           |      |     |      |     |      |    |      |     |      |     |
|---------------|-----------|------|-----|------|-----|------|----|------|-----|------|-----|
| Market Totals | \$102,245 | CABL | 0%  | EKRC | 0%  | UNKN | 0% | WBQC | 0%  | WCPO | 47% |
|               |           | WKRC | 23% | WLWT | 13% | WSTR | 0% | WXIX | 15% |      |     |

Books null  
Demos RA35+

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Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Rep Order# 9827060 Ver# 8 Status Returned  
EC'd Yes

Traffic Order# 59465

Printed: 09/27/2012 10:30 AM  
Last Received: 09/25/2012 9:28 PM  
Showing Buylines: All Rep & Sta Revised Lines

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--- REMARKS ---

pls see line 1  
t/r  
lynda/jim

| LT  | Ln  | Day   | Time  | Program    | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|---|-------|------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ---   | ---   | -----      | --- | ---      | ---         | ---        | ---        | ---         | ---        | ---     |
|     | *1  | TU-F  | 7A-8A | EARLY SHOW | :30 | \$125.00 | 09/25-09/28 | 3          | 1          | 3           | \$375.00   |         |
|     |     | Station Remark: V8 1x na 9/28 mg fri 9/28 8-9a ncir |       |            |     |          |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 3 / \$375.00

---SALES MONTHLY TOTALS---

Sep 12: 26 / \$19,625.00 Oct 12: 5 / \$4,180.00

Sales Totals: 31 / \$23,805.00

Station Totals: 31 / \$23,805.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |           |      |     |      |     |      |    |      |     |      |     |
|---------------|-----------|------|-----|------|-----|------|----|------|-----|------|-----|
| Market Totals | \$102,785 | CABL | 0%  | EKRC | 0%  | UNKN | 0% | WBQC | 0%  | WCPO | 47% |
|               |           | WKRC | 23% | WLWT | 13% | WSTR | 0% | WXIX | 15% |      |     |

Books null  
Demos RA35+

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Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

**Connell II, Jim**

**From:** dmcullah@wkrc.com  
**Sent:** Wednesday, September 26, 2012 11:01 AM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Sherrod Brown for Senate - 59465

Station: WKRC-TV

**Order Information:**

Order #: 59465  
Order Total: \$23,555.00  
Agency: Shorr Johnson Magnus  
Advertiser: Sherrod Brown for Senate  
Product: BROWN 4 SENATE 30S  
Alternate Order #: 09827060  
Flight Dates: 09/25/12 - 10/01/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (59465-1-5):**

Rate: \$125.00  
Air Date: Fri 09/28/12  
Eligible Days: --WThF----  
Inventory Code: CBS This Morning  
Inventory Description: CBS Morning News  
Inventory Code Time: 7:00 AM-8:00 AM  
Spot Type: NM  
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: No Avail

~~Th-FR~~ 9/27-5/28 NM  
1x 8-9A

# Spot Manager: Placed, 09/25/12-10/01/12



| Date                                 | Weekday   | Air Time    | Length | Rate       | Ad-ID  | Inv. Code (Booked)      | Time Period             | Order Product Description | Estimate # | Priority | Spot # | AE    |
|--------------------------------------|-----------|-------------|--------|------------|--------|-------------------------|-------------------------|---------------------------|------------|----------|--------|-------|
| Advertiser: Sherrod Brown for Senate |           |             |        |            |        |                         |                         |                           |            |          |        |       |
| Agency: Shorr Johnson Magnus         |           |             |        |            |        |                         |                         |                           |            |          |        |       |
| Station: WKRC-TV                     |           |             |        |            |        |                         |                         |                           |            |          |        |       |
| Order: 59465                         |           |             |        |            |        |                         |                         |                           |            |          |        |       |
| Line: 1                              |           |             |        |            |        |                         |                         |                           |            |          |        |       |
| 09/26/12                             | Wednesday | 7:59:25 AM  | :30    | \$125.00   | OHSB-T | CBS This Morning        | (7:00:00 AM-8:00:00 AM) | BROWN 4 SENATE 30S        |            | P-3      | 2      | MWASH |
|                                      |           |             |        |            |        |                         |                         |                           |            |          | 1      |       |
| Line: 2                              |           |             |        |            |        |                         |                         |                           |            |          |        |       |
| 10/01/12                             | Monday    | 7:42:13 AM  | :30    | \$190.00   | OHSB-T | CBS This Morning        | (7:00:00 AM-8:00:00 AM) | BROWN 4 SENATE 30S        |            | P-3      | 1      | MWASH |
|                                      |           |             |        |            |        |                         |                         |                           |            |          | 1      |       |
| Line: 3                              |           |             |        |            |        |                         |                         |                           |            |          |        |       |
| 09/26/12                             | Wednesday | 3:53:01 AM  | :30    | \$125.00   | OHSB-T | CBS This Morning        | (8:00:00 AM-9:00:00 AM) | BROWN 4 SENATE 30S        |            | P-3      | 1      | MWASH |
| 09/26/12                             | Wednesday | 3:23:01 AM  | :30    | \$125.00   | OHSB-T | CBS This Morning        | (8:00:00 AM-9:00:00 AM) | BROWN 4 SENATE 30S        |            | P-3      | 2      | MWASH |
| 09/27/12                             | Thursday  | 3:54:01 AM  | :30    | \$125.00   | OHSB-T | CBS This Morning        | (8:00:00 AM-9:00:00 AM) | BROWN 4 SENATE 30S        |            | P-3      | 3      | MWASH |
| 09/28/12                             | Friday    | 3:28:54 AM  | :30    | \$125.00   | OHSB-T | CBS This Morning        | (8:00:00 AM-9:00:00 AM) | BROWN 4 SENATE 30S        |            | P-3      | 4      | MWASH |
|                                      |           |             |        |            |        |                         |                         |                           |            |          | 4      |       |
| Line: 4                              |           |             |        |            |        |                         |                         |                           |            |          |        |       |
| 10/01/12                             | Monday    | 3:37:38 AM  | :30    | \$190.00   | OHSB-T | CBS This Morning        | (8:00:00 AM-9:00:00 AM) | BROWN 4 SENATE 30S        |            | P-3      | 1      | MWASH |
|                                      |           |             |        |            |        |                         |                         |                           |            |          | 1      |       |
| Line: 5                              |           |             |        |            |        |                         |                         |                           |            |          |        |       |
| 09/26/12                             | Wednesday | 3:14:42 PM  | :30    | \$900.00   | OHSB-T | 6p Local 12 News at Six | 6:00 PM-6:30 PM         | BROWN 4 SENATE 30S        |            | P-2      | 1      | MWASH |
| 09/27/12                             | Thursday  | 3:58:05 PM  | :30    | \$900.00   | OHSB-T | 6p Local 12 News at Six | 6:00 PM-6:30 PM         | BROWN 4 SENATE 30S        |            | P-2      | 2      | MWASH |
| 09/28/12                             | Friday    | 3:09:15 PM  | :30    | \$900.00   | OHSB-T | 6p Local 12 News at Six | 6:00 PM-6:30 PM         | BROWN 4 SENATE 30S        |            | P-2      | 3      | MWASH |
|                                      |           |             |        |            |        |                         |                         |                           |            |          | 3      |       |
| Line: 6                              |           |             |        |            |        |                         |                         |                           |            |          |        |       |
| 10/01/12                             | Monday    | 3:24:14 PM  | :30    | \$1,200.00 | OHSB-T | 6p Local 12 News at Six | 6:00 PM-6:30 PM         | BROWN 4 SENATE 30S        |            | P-2      | 1      | MWASH |
|                                      |           |             |        |            |        |                         |                         |                           |            |          | 1      |       |
| Line: 7                              |           |             |        |            |        |                         |                         |                           |            |          |        |       |
| 09/26/12                             | Wednesday | 7:40:27 PM  | :30    | \$850.00   | OHSB-T | M-F 730p-8p             | 7:30 PM-8:00 PM         | BROWN 4 SENATE 30S        |            | P-2      | 1      | MWASH |
| 09/27/12                             | Thursday  | 7:44:57 PM  | :30    | \$850.00   | OHSB-T | M-F 730p-8p             | 7:30 PM-8:00 PM         | BROWN 4 SENATE 30S        |            | P-2      | 2      | MWASH |
| 09/27/12                             | Thursday  | 7:54:35 PM  | :30    | \$850.00   | OHSB-T | M-F 730p-8p             | 7:30 PM-8:00 PM         | BROWN 4 SENATE 30S        |            | P-2      | 3      | MWASH |
| 09/28/12                             | Friday    | 7:39:53 PM  | :30    | \$850.00   | OHSB-T | M-F 730p-8p             | 7:30 PM-8:00 PM         | BROWN 4 SENATE 30S        |            | P-2      | 4      | MWASH |
|                                      |           |             |        |            |        |                         |                         |                           |            |          | 4      |       |
| Line: 8                              |           |             |        |            |        |                         |                         |                           |            |          |        |       |
| 10/01/12                             | Monday    | 7:55:08 PM  | :30    | \$1,500.00 | OHSB-T | M-F 730p-8p             | 7:30 PM-8:00 PM         | BROWN 4 SENATE 30S        |            | P-2      | 1      | MWASH |
|                                      |           |             |        |            |        |                         |                         |                           |            |          | 1      |       |
| Line: 9                              |           |             |        |            |        |                         |                         |                           |            |          |        |       |
| 09/26/12                             | Wednesday | 11:29:43 PM | :30    | \$1,800.00 | OHSB-T | 11p M-Su Local 12 New   | 11:00 PM-11:35 PM       | BROWN 4 SENATE 30S        |            | P-2      | 1      | MWASH |
| 09/26/12                             | Wednesday | 11:22:18 PM | :30    | \$1,800.00 | OHSB-T | 11p M-Su Local 12 New   | 11:00 PM-11:35 PM       | BROWN 4 SENATE 30S        |            | P-2      | 2      | MWASH |
| 09/27/12                             | Thursday  | 11:25:57 PM | :30    | \$1,800.00 | OHSB-T | 11p M-Su Local 12 New   | 11:00 PM-11:35 PM       | BROWN 4 SENATE 30S        |            | P-2      | 3      | MWASH |
| 09/28/12                             | Friday    | 11:33:30 PM | :30    | \$1,800.00 | OHSB-T | 11p M-Su Local 12 New   | 11:00 PM-11:35 PM       | BROWN 4 SENATE 30S        |            | P-2      | 4      | MWASH |
| 09/29/12                             | Saturday  | 11:20:17 PM | :30    | \$1,800.00 | OHSB-T | 11p M-Su Local 12 New   | 11:00 PM-11:35 PM       | BROWN 4 SENATE 30S        |            | P-2      | 5      | MWASH |
| 09/30/12                             | Sunday    | 11:12:35 PM | :30    | \$1,800.00 | OHSB-T | 11p M-Su Local 12 New   | 11:00 PM-11:35 PM       | BROWN 4 SENATE 30S        |            | P-2      | 6      | MWASH |

[Filtered by: ] [Sorted by: Station]



# Spot Manager: Placed, 09/25/12-10/01/12



| Date                                 | Weekday  | Air Time   | Length | Rate        | Ad-ID  | Inv. Code (Booked)    | Time Period            | Order Product Descripti | Estimate # | Priority | Spot # | AE     |
|--------------------------------------|----------|------------|--------|-------------|--------|-----------------------|------------------------|-------------------------|------------|----------|--------|--------|
| Advertiser: Sherrod Brown for Senate |          |            |        |             |        |                       |                        |                         |            |          |        |        |
| Agency: Shorr Johnson Magnus         |          |            |        |             |        |                       |                        |                         |            |          |        |        |
| Station: WKRC-TV                     |          |            |        |             |        |                       |                        |                         |            |          |        |        |
| Order: 59465                         |          |            |        |             |        |                       |                        |                         |            |          |        |        |
| Line: 9                              |          |            |        |             |        |                       |                        |                         |            |          |        |        |
|                                      |          |            |        | \$10,800.00 |        |                       |                        |                         |            |          | 6      |        |
| Line: 10                             |          |            |        |             |        |                       |                        |                         |            |          |        |        |
| 10/01/12                             | Monday   | 1:26:55 PM | :30    | \$1,100.00  | OHSB-T | 11p M-F Local 12 News | 11:00 PM-11:35 PM      | BROWN 4 SENATE 30S      |            | P-3      | 1      | MWASH- |
|                                      |          |            |        | \$1,100.00  |        |                       |                        |                         |            |          | 1      |        |
| Line: 11                             |          |            |        |             |        |                       |                        |                         |            |          |        |        |
| 09/29/12                             | Saturday | 7:57:55 AM | :30    | \$350.00    | OHSB-T | CBS This Morning Satu | (8:00:00 AM-9:00:00 AB | BROWN 4 SENATE 30S      |            | P-2      | 1      | MWASH- |
|                                      |          |            |        | \$350.00    |        |                       |                        |                         |            |          | 1      |        |
| Line: 12                             |          |            |        |             |        |                       |                        |                         |            |          |        |        |
| 09/29/12                             | Saturday | 9:29:25 AM | :30    | \$350.00    | OHSB-T | CBS This Morning Satu | (9:00:00 AM-10:00:00   | BROWN 4 SENATE 30S      |            | P-2      | 1      | MWASH- |
|                                      |          |            |        | \$350.00    |        |                       |                        |                         |            |          | 1      |        |
| Line: 13                             |          |            |        |             |        |                       |                        |                         |            |          |        |        |
| 09/30/12                             | Sunday   | 9:29:27 AM | :30    | \$450.00    | OHSB-T | CBS Sun Morning       | (10:00:00 AM-10:30:00  | BROWN 4 SENATE 30S      |            | P-2      | 1      | MWASH- |
|                                      |          |            |        | \$450.00    |        |                       |                        |                         |            |          | 1      |        |
| Line: 14                             |          |            |        |             |        |                       |                        |                         |            |          |        |        |
| 09/30/12                             | Sunday   | 9:33:15 AM | :30    | \$450.00    | OHSB-T | CBS Sun Morning       | (9:30:00 AM-10:00:00   | BROWN 4 SENATE 30S      |            | P-2      | 1      | MWASH- |
|                                      |          |            |        | \$450.00    |        |                       |                        |                         |            |          | 1      |        |
| Line: 15                             |          |            |        |             |        |                       |                        |                         |            |          |        |        |
| 09/27/12                             | Thursday | 3:40:33 AM | :30    | \$125.00    | OHSB-T | CBS This Morning      | (8:00:00 AM-9:00:00 AB | BROWN 4 SENATE 30S      |            | P-3      | 2      | MWASH- |
| 09/28/12                             | Friday   | 3:24:01 AM | :30    | \$125.00    | OHSB-T | CBS This Morning      | (8:00:00 AM-9:00:00 AB | BROWN 4 SENATE 30S      |            | P-3      | 1      | MWASH- |
|                                      |          |            |        | \$250.00    |        |                       |                        |                         |            |          | 2      |        |
|                                      |          |            |        | \$23,555.00 |        |                       |                        |                         |            |          | 29     |        |
|                                      |          |            |        | \$23,555.00 |        |                       |                        |                         |            |          | 29     |        |
|                                      |          |            |        | \$23,555.00 |        |                       |                        |                         |            |          | 29     |        |
|                                      |          |            |        | \$23,555.00 |        |                       |                        |                         |            |          | 29     |        |
|                                      |          |            |        | \$23,555.00 |        |                       |                        |                         |            |          | 29     |        |
|                                      |          |            |        | \$23,555.00 |        |                       |                        |                         |            |          | 29     |        |

[Filtered by: ] [Sorted by: Station]